



BUA 101
Introduction to Business
Course Module

BUA 101 Intro to Business

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Mode of Delivery: Online

Required Text/Materials:

Cengage access, via the flyer in MO2 (Under General Instructions) This includes the eText and digital homework. Hardcover information is also on MO2. (Hardcover not required)

Course Description:

An introductory course, designed for the non-business major student, to learn general business functions and systems. The student will explore business skills that are needed in one's professional career. Computer assignments, current events and articles, discussions, and relevant comprehensive papers are used to gain knowledge of general business concepts and the business environment.

Prerequisite:

NA.

Course Objectives:

At the conclusion of the class, students will be able to:

1. Define the Business environment, and understand how ethics, the world marketplace, and communication shape decisions.
2. Understand the different types of businesses, and advantages and disadvantages of each.
3. Relate to financial aspects of decision making and why accounting is needed.
4. Relate the customer connection, product promotion, and distribution and pricing to create a solid mix.
5. Understand aspects of Managerial departments and how they work together to run an effective business

Teaching Strategies:

Readings, papers, discussion posts, online homework, online quizzes, videos and activities.

Marian Online 2 Resources: Will include the course syllabus, web links, library access, additional articles, and other resources, as well as assignments not on the Cengage platform, and should be checked periodically. May be found directly at: <http://online.marianuniversity.edu/>

Discussion Posts – Instructions will be posted on MO2

Evaluation Methods/Instruments: Online

Class Discussion

Final Paper

Article Discussions

Discussion Questions

Cengage assignments

Course Schedule: The course is organized by Textbook Part and Chapter. All times listed are Central Time.

Course Grading Criteria:

<i>A</i>	Excellent	93-100	<i>4</i>
<i>A-</i>		90-92	<i>3.75</i>
<i>B+</i>		88-89	<i>3.25</i>
<i>B</i>	Good	83-87	<i>3</i>
<i>B-</i>		80-82	<i>2.75</i>
<i>C+</i>		78-79	<i>2.25</i>
<i>C</i>	Satisfactory	73-77	<i>2</i>
<i>C-</i>		70-72	<i>1.75</i>
<i>D+</i>		68-69	<i>1.25</i>
<i>D</i>	Lowest Passing	63-67	<i>1</i>
<i>D-</i>		60-62	<i>0.75</i>
<i>F</i>	Failing	Below 60	<i>0</i>
<i>WD</i>	Withdrew		
<i>I</i>	Incomplete		

Your instructor reserves the right to adjust the above grading range. Any changes will be discussed the first night of class. Each student starts the course with zero “0” points and therefore must earn each point awarded to them. Points are NOT automatically assigned simply for attending a class session, completing an assignment or quiz, or working on a Group Project. Points may be awarded in whole or fractional amounts. All decisions and grades by the instructor are final.

University Policies

**For full description for Marian University policies and procedures, please refer to the Academic Bulletin.*

Academic Honesty Policy:

A policy of academic honesty is consistent with the mission statement of Marian University by ensuring academic integrity and thereby furthering the personal, moral, and intellectual development of the learning community. The intent of this policy is to establish consistency and to heighten the responsibility of the entire university community (*faculty, staff and students*) by identifying areas that would violate the concept of academic honesty. Little distinction is made between the student who is actually guilty of academic dishonesty and anyone who aids the student (*e.g. by providing a copy of a stolen exam or by writing a paper for another student*). An instructor and the University may change a student's grade at any time, even after a course has been completed, if the student has violated the Academic Honesty Policy.

The rules and procedures set forth in the current Student Handbook dealing with academic honesty will be followed in this class. Students are expected to have familiarized themselves with these rules and procedures. These rules apply to cheating, plagiarism, and intentional misrepresentation of the truth. If an assignment is prepared by a student for this class, it is expected that it be the student's own work and that any use of the work of another be properly quoted and cited. Penalties for violating the policy will be assigned consistent with the policies detailed in the Student Handbook. The minimum penalty for plagiarism is a failing grade on the assignment in question.

Disability Statement:

Marian University will provide reasonable accommodations to qualified individuals with disabilities. If you feel that you need accommodations to fully participate in this course, please contact Lisa Olig, Coordinator of Disability Services and Academic Support at 920-923-8951 or lmolig65@marianuniversity.edu.

Attendance Policy:

Students are expected to attend each class session in its entirety. However, balancing professional and personal obligations with school may result in a situation when a student is unable to attend a class session.

When absences are anticipated, students are expected to notify the instructor, as far in advance as possible, to ensure that the absence will not impact classroom activities scheduled for that session. This allows for discussion as to how the student will make up the material covered during the absence; for example, completion of an additional written assignment, paper, or presentation.

In the event of emergency or other unforeseen circumstances, students are expected to contact the instructor as soon as it becomes obvious that a class will be missed. Please note that the attendance policy will be applied whether the absence is excused or unexcused.

An instructor may request that the Registrar administratively withdraw a student from a course if the student has not attended the first session of a course that meets once each week, or if the student has attended neither of the first two sessions of a course that meets more frequently than once a week, and has not notified the instructor. Students who are administratively dropped by the instructor of the course will be assessed a 10% tuition penalty and have a WD grade recorded on their transcript. This policy does not negate the responsibility of students for their schedule of classes.

Absence(s) from class will result in the following actions:

- 1. For each absence, the student will receive a zero (0) grade for participation for that day, which will result in an overall reduction in their final grade.**

Should a student miss both the first and second night of class, the student will be administratively dropped and a financial penalty applied as outlined in the Academic Bulletin.

Class Cancellation Due to Inclement Weather:

Decisions to cancel classes due to inclement weather are made by Marian University. Both students and faculty must use their discretion to determine if travel during inclement weather poses a safety risk. Unless students and faculty are either individually notified or an announcement is made via radio and/or television regarding class cancellations, it should be presumed that all classes will be held as scheduled. If classes are not cancelled by the instructor or by the University, the attendance policy will be in effect for students who do not go to class.

Instructor Absences:

If an instructor is late, students are expected to wait 20 minutes after the start time. If after that time, the instructor still has not arrived and a message from Marian University and/or the instructor has not been received, students may opt to leave. If an instructor arrives later than 20 minutes, class may be held for those students who remain. Instructors will contact students who chose to leave and discuss how the material covered will be made up.

Classroom and Campus Expectations:

Students are encouraged to maximize the learning experience offered through Marian University. Ideal learning takes place in environments where trust, mutual respect and active engagement is valued and observed by all participants.

Students enrolled at Marian University are expected to conduct themselves in a manner appropriate to a professional setting. Students are expected to be respectful of the learning environment established by the instructor. No student has the right to be disruptive, disrespectful or uncivil in their conduct – including language – in any setting at Marian University (this includes online, Facebook, web-based venues).

A student who is deemed to be inappropriate in the classroom may be asked to leave the class for a session or longer, or may be administratively withdrawn by University officials.

Cell Phone Use:

Cell Phones are not to be used in class, to respond to incoming calls or text-messages or to place outgoing calls or text-messages, play games, work on Facebook, etc. Cell phones should be turned off (*or on vibrate mode*) before the start of class.

Internet Use:

Appropriate use of technology is expected, consistent with the University Technology Acceptable Use Policy <https://my.marianuniversity.edu/OfficesAndServices/IT/SitePages/Policies.aspx>. During class, activities unrelated to a classroom work such as surfing the web, updating social media, playing a computer game, or answering e-mail are unacceptable.

Out of Classroom Workload Expectations:

This course is a 3-credit course. For every hour of in course/instructional time, a **minimum** of two hours of out-of-class work is expected. Additional hours are expected of graduate course work depending on the degree outcomes. According to Federal Guidelines from the US Department of Education, a 3-credit course assumes a **minimum of 135 hours** of course-related activities. The outside of classroom expectations of the students are as follow, for various modalities of courses:

- A course that meets for three hours each week across a 15-week semester (meets three times for one hour, meets two time for 75 minute session, or meets once for a three hour block) will have a minimum of six hours of outside class-work per week.
- A 7-week course that meets once a week for approximately 4 hours, will have a minimum of 15 hours of outside class-work per week.
- An 8-week course that meets once a week for approximately 4 hours, will have a minimum of 13 hours of outside class-work per week.
- **Online and hybrid courses will have a minimum of 135 hours of combined synchronous or asynchronous course activities across the length of the course.**

Academic activities include, but are not limited to reading, writing, studying, research, completing various assignments, and small group work.

At least an equivalent amount of class-related work is required for laboratory, field trip, practicum, workshop, group studio, individual studio, independent study, dissertation, clinical placements, student teaching, and practica. Courses that are more or less than 3 credits, use the same calculation of in course/instructional time, a minimum of 45 hours of course-related activities per unit of credit over the duration of the course.

Course Assignments

Week 1

You must have the Cengage access prior to the first week of class, as there are assignments due

1. Purchase Cengage access
2. Syllabus subject to change, and may seem basic, but don't be fooled 😊

Activities:

1. Cengage Walkthrough
2. Article Review
3. Discussion Questions and Forums
4. Cengage and MO2 assignments as listed

Week 2

Activities:

1. Article Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed
4. Case Study

Week 3

Activities:

1. Article or video Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed

Week 4

Activities:

1. Article Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed

Week 5

Activities:

1. Article Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed
4. Case Study

Week 6

Activities:

1. Article or video Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed

Week 7

Activities:

1. Article Review
2. Discussion Questions and Forums
3. Cengage and MO2 assignments as listed
4. Final Paper